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Public Relations Department

FOR AIR/WATER CONSERVATION FILE

HENRY B. WILSON

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Pollution. Please note that the re
sults of this survey are for inter
use within the petroleum industry.

STANDARD OIL COMPANY
(INCORPORATED IN NEW JERSEY)

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

PUBLIC RELATIONS

Mr. J. F. Kunc, of Esso Research and Engineering Company's Conservation Technology Coordinator's office, has prepared the attached summary of a recent API Public Opinion Survey on Pollution. Please note that the results of this survey are for internal use within the petroleum industry.

HENRY B. WILSON



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J. F. KUNC
SENIOR RESEARCH ASSOCIATE

JUN 12 1967

IMPERIAL OIL LIMITED

P. R. DEP

Mr. B. L. Bragg
Standard Oil Co. (N.J.)
Public Relations
30 Rockefeller Plaza
New York, New York

#6715-224

April 26, 1967

API Public Opinion Survey
on Pollution and
Pollution Control

Dear Ben:

The Opinion Research Corp. (ORC) of Princeton, N. J., recently completed a public opinion survey on pollution (air and water) and pollution control on behalf of the API. The survey had four primary objectives:

1. To obtain a measure of public awareness of and concern about the problems of air and water pollution.
2. To ascertain how people think they are affected by pollution and what they believe the causes of pollution to be.
3. To obtain people's attitudes toward various industries as a source of pollution.
4. To examine people's thinking about motor vehicle exhaust as a source of pollution.

ORC's national interviewing staff carried out the survey in the fall of 1966 by personally interviewing just over 2300 adult residents of the continental U.S. The respondents were selected to represent a nationwide probability sample. They were interviewed in their homes and at no time were they told who was sponsoring the study. The sample used is felt to be adequate for reliably projecting the survey findings to the entire adult population within a tolerance range of $\pm 3\%$. Several of the questions used in the 1966 survey were the same as those used by ORC in a nationwide survey of public attitudes about pollution which they conducted in July 1965. To some extent it was possible, therefore, to compare the results of the two surveys.

The highlights of the survey are presented in the attachment to this letter.

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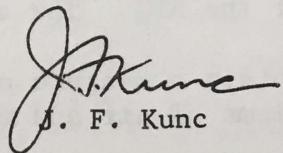
April 26, 1967

The results of the survey show that the majority of the public is aware of air and water pollution problems and that the number who regard these problems as serious is rapidly increasing. It is also quite evident that the public at large is not very well informed as to what, if anything, is being done to reduce air pollution arising from either industrial operations or from the operation of automotive vehicles. For example, 90% of the people are unaware of anything that oil companies have done to reduce air pollution. Also, two-thirds of the public said they were not aware of the recent federal law requiring pollution control devices on 1968 cars--this in spite of the fact that 75% of the public say they favor automobile manufacturers' installing a pollution control device even if it means an increase in price.

The results of the API survey clearly demonstrate that both the petroleum and automotive industries have a tremendous public information job on their hands in the fields of both air and water pollution and their control.

To avoid misinterpretation if used out of context, the API has requested that the survey not be released either wholly or in part to anyone outside the petroleum industry.

Very truly yours,


J. F. Kunc

JFK:lgf
Attachment

cc: F. T. LeBart
J. F. Mathis
H. H. Meredith, Jr.
J. K. Patterson
A. W. Sitarski

Highlights of Survey,
PUBLIC VIEWS ON POLLUTION AND POLLUTION CONTROL
by Opinion Research Corp. for API - 1966

- o When people are shown a list of community problems and asked to identify the most serious, air pollution is the fifth most frequently mentioned. This level of mention has risen significantly from July of 1965, when it ranked tenth.
- o Public awareness of air and water pollution problems is high; three-fourths of the public have heard or read about air or water pollution within the past year.
- o With respect to pollution in their own area, over half the people do not single out either air or water pollution as a serious problem. However, the number of people who do regard one or the other or both of these problems as serious represents a sharp increase from July of last year.
- o Two-thirds of the public say they are not personally affected by air pollution. Those who believe they are affected mention some kind of health problem most often.
- o Industrial wastes are the most frequently mentioned cause of water pollution. Sewage is the next most frequently mentioned.
- o Industry and motor vehicle exhausts are the most frequently mentioned causes of air pollution, especially by residents of large cities.
- o When asked to select from a list of thirteen industries the ones most responsible for local air pollution, respondents name the chemical industry most often. The oil industry and railroads share second place.
- o In regard to industries responsible for air pollution in other parts of the country, steel is mentioned most often, with oil refineries and chemical plants next.
- o Motor vehicle exhaust is believed to be a significant contributor to air pollution by over half the general public and over three-fourths of large city residents.
- o Very few people mention lead specifically when asked what there is about motor vehicle exhaust that pollutes the air.
- o When asked who is more responsible for air pollution from motor vehicle exhaust, 32% name automobile manufacturers, 16% name oil companies and 27% say both are equally responsible.
- o Asked directly about oil companies' responsibility for air pollution, approximately six people out of ten either say it's not a problem or have no opinion. Most of those persons who do think the industry contributes to air pollution mention odors, fumes and gases -- mainly from refineries.

- About four people out of five believe industrial growth in this country can be achieved and, at the same time, pollution can be reduced.
- Most people neither praise nor condemn any specific industry (from a list) for pollution control efforts.
- Nine-tenths of the public are unaware of anything oil companies have done to reduce air pollution.
- Three-fourths of the public say they favor automobile manufacturers' installing a pollution control device even if it means higher prices.
- About two-thirds of the public are unaware of the recent federal law requiring pollution control devices on 1968 cars.
- Approximately half of the people feel the individual car owner has a responsibility in cutting down on air pollution.
- Even among people who consider air pollution a serious problem, only about half indicate a willingness to assume any significant financial responsibility in the form of additional taxes to reduce air pollution.

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